



WIC Temporary Formula Options

July 1 -September 30, 2023

WIC Contract Formula



Gerber Good Start Gentle Powder

Available in 12.7 oz

Check your Bnft® App for details.

ADDITIONAL TEMPORARY FORMULA OPTIONS WHEN GERBER PRODUCTS ARE NOT AVAILABLE



Enfamil Infant Powder
12.5 oz



Similac Advance Powder
12.4 oz



Parent's Choice Advantage
12.4 oz



Parent's Choice Infant
12.5 oz



Happy Baby Organic Powder
12.0 oz



Enfamil Reguline Powder
12.4 oz

From July 1 - September 30, 2023, formula options are changing.

- Some store brands and other manufacturers' formulas will be available in limited sizes for purchase with WIC benefits.
- Ask your [local WIC office](#) how these options work for you.
- Scan the product with your NC WIC Bnft® App to confirm it is the correct item before checking out at the register.
- If powder formula is not available, please call your local WIC agency to find out about concentrate or ready-to-feed options.
- The [American Academy of Pediatrics](#) also has helpful guidance on infant formula.



Gerber Good Start SoothePro Powder

Available in 12.4 oz

Check your Bnft® App for details.

ADDITIONAL TEMPORARY FORMULA OPTIONS WHEN GERBER PRODUCTS ARE NOT AVAILABLE



Similac Sensitive Powder
12.5 oz



Similac Total Comfort Powder
12.6 oz



Parent's Choice Gentle Powder
12.0 oz



Parent's Choice Sensitivity
12.0 oz



Enfamil Gentlease Powder
12.4 oz



Gerber Good Start Soy Powder

Available in 12.9 oz

Check your Bnft® App for details.

ADDITIONAL TEMPORARY FORMULA OPTIONS WHEN GERBER PRODUCTS ARE NOT AVAILABLE



Similac Soy Isomil Powder
12.4 oz



Enfamil ProSobee Powder
12.9 oz

